



FIRST CUSTOMER—Joyce Westwood, left, is shown a fur-trimmed cocktail dress by Bonnie McCoy of the newly opened Pic-Wic fashion shop. The store will cater to women who want that "extra special" look.

Top Designer to Host at Exclusive Fashion Shop's Champagne Opening

Grand opening today of the Pic Wic Dress Shop which will carry the creations of the most famous designers, will be held today in the modern new store at 1317 El Prado.

The opening will be hosted by Richard Blackwell, top Hollywood designer. Informal modeling of his exclusive creations will be held through the afternoon with champagne served from 1 to 4.

Miss Laria Pickle, who has had outstanding success owning exclusive women's wear shops, will personally manage the Torrance store. She also owns a Pic Wic store in Gardena.

Creations by Lanz, Don Loper, Blackwell, Jonathan Logan and Suzie Perette, will be featured exclusively in Torrance by Pic Wic.

Sports wear by Patti Woodard and Ardee will also be featured at the new dress shop which will also carry a line of medium-priced apparel, in addition to high fashion creations.

Miss Pickle does her own buying in California and New York and prides herself on taking a chance on distinctive styles. Of French descent, Miss Pickle credits her flair for high fashion to an early interest in style and line.

As a student at the University of Maine and Purdue she modeled part time, but even then had decided that she wanted a dress shop of her own.

Her first ventures met with such success that she soon had a chain of shops in Hampton and Newport News, Virginia. The shop in Hampton still carries the Pic Wic name.

On coming to California two years ago, Miss Pickle states that Torrance was really her first love, but that at that time she could find no suitable place to open a store.

She will still continue with the Pic Wic in Gardena and will personally select the smart styles the shops are noted for.

WOMEN'S FEATURES ACTIVITIES CLUBS SECTION

Mary Neth, Woman's Editor, FA 8-2345

Fuchsia Society Announces Plans for Yule Contest

Final plans have been made by the North Torrance Fuchsia Society for the annual lighting contest.

Three plaques and a perpetual three year street trophy will be awarded one winner in each of the classifications which are based on religious theme, originality and lighting.

There will also be an award given the best street. To qualify as a street entry, 60 per cent of the homes must be decorated.

Judging will take place on the evening of Dec. 21 and 22. Judges are Mrs. Victor Benstead, noted flower arranger; B. L. Hoefler, art teacher; and Kenny Uyeda, landscaper and nursery owner.

Winner will be notified and awards will be made at the regular meeting of the North Torrance Fuchsia Society on Jan. 13 at 7:30 p.m. at McMasters Hall, corner 174th and Yukon.

To enter the contest call Mrs. Stephen Boyko at DA 4-5824. Entries must be in by Dec. 20.



TROPHIES TO BE AWARDED winners of the Annual Christmas Lighting contest are displayed by members of the North Torrance Fuchsia Society, who sponsor the event. From left, Mmes. Stephen Boyko, delegate and chairman; John Donohue, ways and means chairman; Henry Glenn, alternate delegate.

Use Torrance Press Classified Ads

"Y" Family Party Highlights Season

Starting off the holiday season in a festive manner will be the traditional annual Family Christmas Party of the Torrance YWCA, Dec. 16, at 7:30 p.m. at the YWCA, 2320 Carson St., announces Mrs. William Speck, chairman of the World Fellowship Committee whose group is arranging the event. The public is invited.

The program will feature talent of all ages. Heading the list of performers will be the Steel Bells Choir under the direction of Mrs. Lorman Griffith.

The YWCA Club will perform a Charleston number. Members

of this group include Kim Allred, Marilyn Smith, and Mmes. Bruce Sandy, Wayne Smith, Iris Byler and Archie Watson. A children's group will perform three dance numbers.

Mrs. Audrey Bacon, Y-Teen advisor of the Silhouettes will give a reading from her book which will be published in the near future.

Besides Y-Teen skits, caroling surprise guests there will be a pinata for the children and refreshments for all.

Decorations will be made by the various Y-Teen clubs and the Torrance Garden Club.

YMCA Sponsors Cinerama Trip

"South Seas Adventure" via Cinerama will be one of the highlights of the Torrance YMCA Christmas Vacation program Dec. 20 75 boys, girls, and their parents will journey to Hollywood to see this fourth spectacle in the Cinerama series.

The Snow Moon Fun Club for boys 6-12 will visit the snow by bus on Jan. 2 and Pacific Ocean Park on Jan. 3. For further information about these activities call the Torrance YMCA, FA 8-1272.

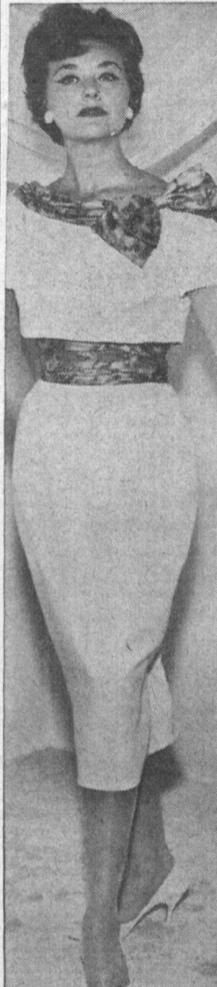
USE CLASSIFIED ADS

Ken Collins To Call Friday Night Square Dance

Ken Collins will be the guest caller for tomorrow night's "Traveling Yardsbirds" square dance.

The dance will be held at the Roosevelt School, 3533 W. Compton Blvd., Lawndale, at 8 p.m.

Well-known for his calling in the Westchester area and Gardena, Collins is planning a dance program, which will appeal to square dancers of all levels. Refreshments will be served.



IMPORTED English Linen and pure silk are used in this Mr. Blackwell original. One of Hollywood's newest designers, Richard Blackwell has designed for many of the Hollywood stars. His unusually beautiful clothes can be purchased at the new Pic-Wic Shop on 1317 El Prado.



FLOAT GIFTS—Fred Mill, second from right, accepts donation for the Torrance Tournament of Roses float in behalf of Mrs. Victor Benstead, decorations chairman. Frank Wilson, left, of the Aetna Maintenance Co., presents \$100 check while Vergel Bolles, president of the Torrance Mounted Police, and Lt. D. C. Cook, chairman of Rancho Days, present \$250 gift. Press Photo

you're

INVITED



Pic-Wic Fashions proudly announces the formal opening of Torrance's newest and most fashionable women's shoppe beginning today, Thursday, December 11, 1958... 10 a.m.

You'll see exciting fashions that will leave you breathless.

See such famous lines as Mr. Blackwell's Originals, Don Loper, Lanz, Patti Woodard, Ardee Sportswear, and many, many more.

MR. BLACKWELL

Will be here Thursday from 12 noon to 4 p. m. conducting an informal modeling of his famous line

Champagne will be served to our customers from 12 to 4.

EXCLUSIVE, BUT NOT EXPENSIVE



PIC WIC Fashions
DOWNTOWN TORRANCE—1317 EL PRADO
(Between McCown and Newberry's)